

PHILIP MORRIS USA

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Joann Intogna

DATE: May 6, 1996

FROM: Donna Hingst

SUBJECT: Event Fact Sheet for Freedom Weekend Aloft - Greenville, SC

Marlboro & Community Event Marketing will be sponsoring Freedom Weekend Aloft on May 24-27, 1996. Specific information is as follows:

EVENT: Freedom Weekend Aloft

DATES: May 24-27, 1996

TIME: 12:00 noon - 12:00 midnight

LOCATION: Donaldson Center

PROMOTER CONTACT:

Keri Hall
Freedom Weekend Aloft Inc.
1990 Augusta Street, Suite 202
Greenville, SC 29605
(864) 232-3700

**PHILIP MORRIS
ACTIVITIES:**

As a sponsor of the event, Philip Morris will be entitled to the following:

- Exclusive tobacco sponsorship of the event;
- One 10' x 22' tent and two promotional kiosks, which will be provided by Philip Morris, at locations at the site of the event to be mutually agreed upon by the parties;
- The right to hang banners and signage on and around the promotional tent and kiosks and at other locations at the site of the Event to be mutually agreed upon by the parties;
- The exclusive right to conduct tobacco pack sales and branded incentive item distribution among smokers twenty-one years of age or older at promotional locations at the site of the event to be mutually agreed upon by the parties;
- Complimentary admission tickets to the Event as requested by Philip Morris; complimentary tickets to the "Welcome Party", and complimentary admission to the on-site sponsor hospitality area as requested by Philip Morris.
- The right to place a 3' x 3' banner at the site of the champagne balloon flight at the event. The balloon flight, which will accommodate two individuals will be conducted by promoter, weather permitting, in accordance with all applicable FAA and event regulations;

*Jose - Tickets
Parking Passes
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- Complimentary preferred sponsor parking passes in an amount requested by Philip Morris;
- The right to exclusive use of sufficient space with water and electric hookups for the placement of an RV to be provided by Philip Morris on Sponsor Hill at the site of the event.

**FIELD SALES
CONTACT:**

Mark Suter, SSD
Philip Morris USA
7300 Carmel Executive Park, Suite 100
Charlotte, NC 28226
(704) 541-2622

**SHIPMENT OF
MATERIALS:**

The following materials have been shipped to:

Sunland Distribution
2605 Anderson Road
Greenville, SC 29611
(864) 295-0081

| <u>ITEM</u> | <u>QUANTITY</u> |
|--------------------------------|-----------------|
| Towels | 120 |
| Duffle Bags | 150 |
| T-Shirts | 576 |
| Hats | 576 |
| Cassette CS | 800 |
| Flashlight | 1200 |
| Plastic Bags | 2000 |
| Lighters | 8000 |
| Banners: 3 x 5, 4 x 10 Generic | 5 each |

All residual materials must be shipped to the next event location.

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MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities.

Should you have any questions or concerns, please feel free to contact me at (212) 878-2461.

cc: S. Anderson
I. Broeman
J. Fontanez
K. McGrath
S. Norris
M. Suter
V. Murphy
S. Sampson
N. Suter
D. Tatum
H. Turner
T. Young

S. Bellissimo - Phoenix Marketing

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